



# The role of premium multi-screen video in an ad campaign

This paper focuses on the role and effectiveness of premium multi-screen video in a marketer's video plan. Beyond just a device, television has evolved to become a platform offering premium content to consumers in multiple places via multiple methods. The paper identifies six key elements of a strong video ad platform and analyses their effectiveness and importance to a video advertising plan. The six key elements discussed are: reach and scale; ability to drive sales; emotional connection with consumers; social and cultural relevance; strong data and analytics capabilities and brand-building ad environment.

## Definitions

For the purposes of this paper **premium multi-screen video** is defined as the professionally produced content of television, accessed via various methods (e.g. linear TV, digital video, within TV Everywhere apps) or devices (e.g. TV, mobile, tablet), and cinema.

Other definitions:

- **Addressability/Addressable TV:** The ability of an advertiser to deliver household-level TV advertising via the set-top box based on a defined audience-target developed through first, second, and/or third-party data. Under this method, the advertiser buys the audience and not specific networks or programs.
- **Audience Buying:** Process where advertisers buy inventory against specific audience segments, beyond gender and age, based on a broad range of historical data made possible by deep pools of first and third-party consumer information (purchase history, demographics, lifestage, lifestyle).
- **Cinema Advertising:** Ads that run on the movie screen prior to the start of a film within a theater.
- **Digital/Online video:** Short form (under 10 min) or long form (over 10 min) ad-supported content that runs on an online platform.
- **Linear TV:** Programming viewed at the time it is broadcasted or time-shifted.
- **MVPD (Multichannel Video Programming Distributor):** A cable operator, satellite service or telco provider who makes available for purchase, by subscribers or customers, multiple channels of video programming (e.g. Comcast)
- **Multi-Platform TV:** The professionally produced television programming that is accessed via various methods (e.g. linear TV, digital video, within TV Everywhere apps) or devices (e.g. TV, mobile, tablet).

- **Non-Ad Supported Video:** Includes pay cable (e.g. HBO) and subscription streaming services (e.g. Netflix).
- **Over-The-Top (OTT):** Premium long form video content that is streamed over the internet through an app or device onto a TV (or PC, Tablet, or Smartphone) without requiring users to subscribe to a wired cable, telco or satellite TV service.
- **Premium Ad-Supported TV:** Professionally produced multi-platform television programming, supported by paid advertising.
- **Programmatic Buying:** The process of using data-driven technology and software to automate the buying, placement and optimization of media inventory.
- **TV Everywhere (TVE):** The ability of viewers to watch TV content whenever and wherever they choose across connected devices. Content can be accessed through either a broadcast or cable programmer (via MVPD authentication/user log-in) or an MVPD app (like Comcast Xfinity and Spectrum TV).
- **Video on Demand (VOD):** Allows users to select and watch video content when they choose to, rather than at a specific broadcast time. This paper specifically refers to VOD viewed through MVPDs (Cable, Telco or Satellite Provider) via their set-top box.

## Where to start

As the amount of ad-supported video content has expanded, the choices marketers have in where to run their campaigns have increased exponentially. In response to this growth, marketers have widened their consideration set to include different types of video platforms. In order to effectively navigate this complexity, marketers must identify the fundamental elements of a strong video ad platform. Evaluating platforms against these elements is critical to making accurate and impartial assessments of their ability to build brand success.

In the course of this widening and evolving video landscape, the relevance and centrality of television and cinema to a marketing plan is sometimes called into question. The following section outlines the important roles television and cinema play in the new video agnostic landscape and explores how they “measure up” as video ad platforms.

## Essentials

With an ever-expanding list of video options, marketers must evaluate platforms based upon a set of fundamental elements. These six major elements should be considered when assessing the strength of a video ad platform and are discussed here.

### 1. Reach and Scale: Does the vehicle offer scale and significant reach potential?

*Why is this important?* Audience reach is a foundational element to establishing and building a brand. It also creates the scale necessary to develop a customer base and drive productive leads through the purchase funnel.

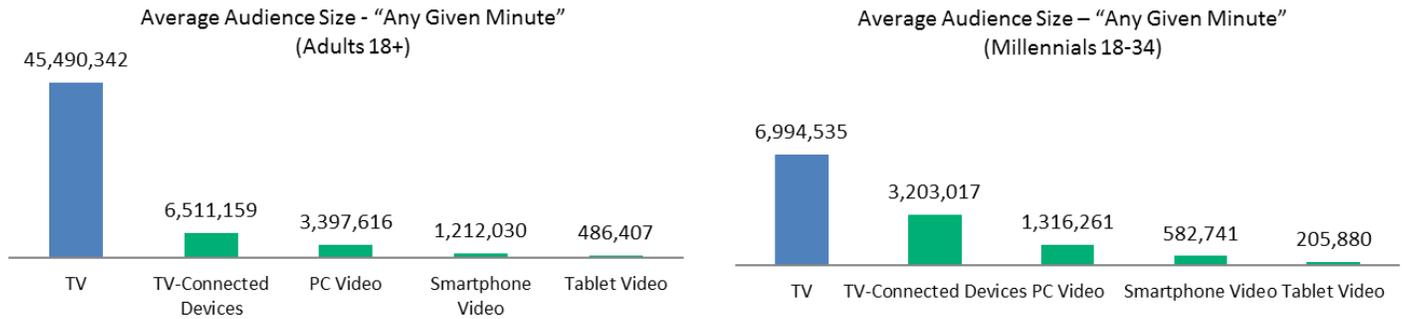
- *Fast Fact:* In any given minute, the audience watching TV branded content (either on TV or online) is 10x larger than the audience viewing YouTube. (comScore, Nielsen)

### Accurately Comparing Reach and Scale Across Video Platforms

Cross-platform analysis (across TV and Digital) has been an on-going challenge for marketers as there are different measurement standards and metrics for each. A ‘common language’ is necessary in order to accurately evaluate and compare them. *Average Audience* is a useful metric to make these apples-to-apples comparisons of viewership across devices/platforms in any given minute. Average Audience incorporates two universally accepted simple measures that

are applicable across media – *unique audience reach* (how many people are viewing?) and *time* (how long are people consuming content? i.e. average minutes viewed per viewer and total minutes viewed, in aggregate).

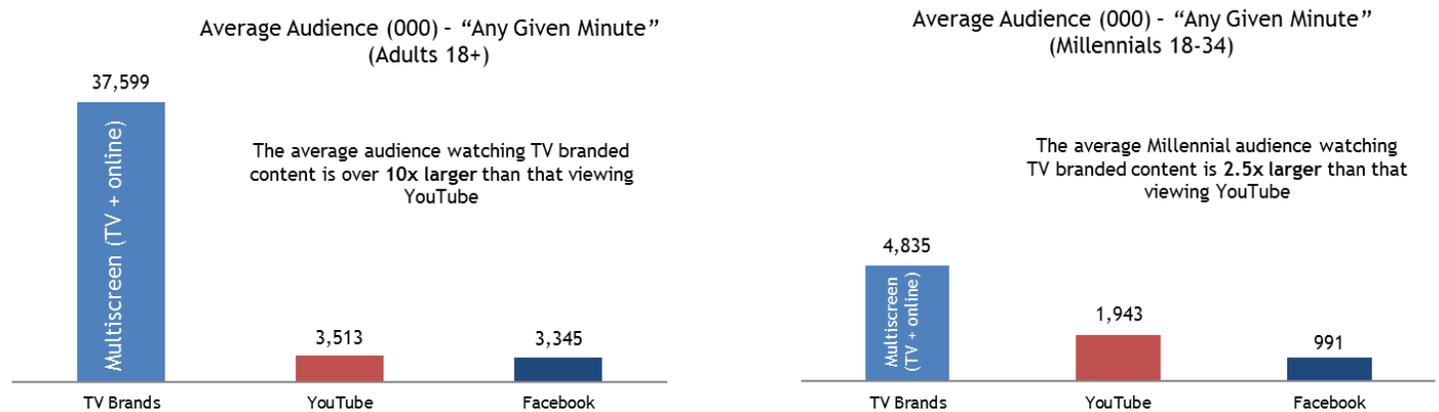
The charts below demonstrate that the audience watching television programming (either live or time-shifted) is nearly 7x larger than the audience watching programming via connected devices (e.g. gaming console, Apple TV, Roku, etc.), the next largest group. Among millennials, frequently discussed as mobile-first, the average audience of those watching live or time-shifted television programming is 12x greater than the audience watching video on a smartphone.



Source: Nielsen Comparable Metrics Report Q2 2017; Data based on average week between March 27, 2017 - June 25, 2017. A18+ UE = 245,740,000. TV figures include Live + DVR/time-shifted

Although video is available on more devices than ever, linear television remains the primary reach driver within a video campaign, even among millennials. TV-Connected devices, computer and mobile video play an important supporting role by supplementing TV’s audience leading to increased scale and frequency within a marketing campaign.

Even when compared to the two major ad-supported video properties, YouTube and Facebook, Television maintains the role of audience builder. Multi-platform TV (TV + Digital) has a significantly higher average audience than Facebook and YouTube against both Adults 18+ and Millennials 18-34.



Source: comScore MediaMetrix Key Measures (multiplatform), February 2018; A18+ and A18-34. Note, comScore data does not include mobile video; Nielsen RandF Time Period Report, Live + SD, Total Day. February 1-28, 2018; A18+. "Average Audience" is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. Digital website measurement includes all visitor activity, not just video consumption.

## **Increasing Scale and Reach within a TV Environment**

Lastly, while multi-platform TV offers significant audience reach, the growth of OTT, VOD and TV Everywhere offer additional opportunities for marketers to increase scale. Although the majority of TV is viewed live, consumers are accessing premium TV content in these other ways. Currently, 63% of U.S. households have access to set-top box VOD, and 61 million Americans access TV content via TV Everywhere apps - an increase of 136% over the last 3 years. (Nielsen, SNL Kagan) The result is that these platforms can add incremental reach to a plan. For example, Roku shared a case study of a campaign utilizing both linear TV and Roku. The Roku exposure drove nearly 10% incremental reach. (“Roku Reach Insights”)

*Key Takeaway:* Linear television remains the primary reach driver within a video campaign. While the majority of TV is watched linear/live, there is also significant reach potential in the combination of TV + online video, as well as extending brand presence to other places that deliver television content such as OTT, TV Everywhere and VOD.

## **2. Ability to Drive Sales: To what degree is the vehicle able to move consumers through the funnel to purchase?**

*Why is this important?* Marketing elements need to be able to deliver upon a brand’s ultimate goal of selling product, both today and in the future.

- *Fast Fact:* Campaigns using reach-driving TV are 29% more likely to report large business effects vs. those that did not. In addition, multi-platform campaigns – ones that use online video in conjunction with linear TV – can improve the effectiveness of the overall campaign by 69%. ([Binet and Field, “Marketing Effectiveness in the Digital Era”](#))

As discussed, multi-platform TV has the ability to build significant exposure for a brand and campaign. Exposure and scale are important, but what truly matters to marketers are immediate demand and long-term sales. The true role of multi-platform television is to utilize its scale to drive a high volume of productive leads to a marketer’s physical and/or virtual storefront. As media behaviors evolve, viewers are actively second-screening by taking to their phones and computers to search for brands they see on TV. [PwC’s Consumer Intelligence](#) found 65% of consumers have looked up information on a product they saw advertised on a TV show. This second-screen behavior clearly demonstrates that TV is not a passive viewing experience, but that viewers are actively engaged with both programming and advertising.

This is most evident among “Direct-Disruptor” brands that sell or provide goods and services directly to consumers (DTC). Many of these brands began with word-of-mouth strategies, however when they were ready to truly grow their business, these outcome-obsessed, data-driven, often digitally-native companies found tremendous success utilizing television. They have also benefited from the halo television provides across the suite of marketing elements.

A presence on television quickly builds website traffic:

### Increase in monthly average website visits once TV campaign launched



Source: comScore mediametrix multiplatform media trend; Total audience (P2+ Desktop; P18+ Mobile), March '14 - February '17. Nielsen Ad Intel, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), March '14 - February '17.

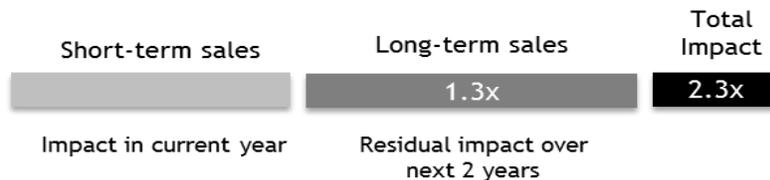
In turn, the increased traffic of prospective customers to a brand’s digital storefront drives revenue. Below are examples of Direct-Disruptor brands who experienced skyrocketing growth following an increase in (or an initial) TV spend:

### Increase in revenue once TV is launched or investment is increased

		'16	'17	'16 vs. '17	
"Emerging" Brands		TV Spend (000): \$13,560	\$63,480	+\$49,920	+88%
	Revenue (000): \$80,000	\$150,000	+\$70,000		
"Expanding" Brands		TV Spend (000): ---	\$3,438	\$3,438	+50%
	Revenue (000): \$100,000	\$150,000	\$50,000		
"Expanding" Brands		TV Spend (000): \$26,132	\$35,915	+\$9,782	+52%
	Revenue (000): \$663,324	\$1,008,989	+\$345,665		
"Expanding" Brands		TV Spend (000): \$34,051	\$108,708	\$74,657	+100%
	Revenue (000): \$170,000	\$340,000	\$170,000		

Source: Revenues reflect estimated revenue data from Pivotal Research. TV spend based on VAB analysis of Nielsen Ad Intel data, TV spend (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV), CY 2016 and 2017.

In addition to creating this immediate demand, multi-platform TV offers significant *long-term* sales impact. As a result of its top-of-the-funnel abilities, the effect of multi-platform TV on incremental sales over Years 2 and 3 of a campaign is 1.3x that of Year 1, and 2.3x across all three years.



Source: Accenture, Cross-channel advertising attribution: New insights into Multiplatform TV

Cinema has a similar ability to pique consumer curiosity and inspire purchase. Across a variety of brands, website traffic increased during the brand’s Cinema campaign.

Increase in monthly unique website visits when Cinema was live



Source: comScore mediamatrix multiplatform media trend; Total audience (P2+ Desktop; P18+ Mobile), Jan '15 - Dec '16. Reflected brands had at least two months of active comScore measurement between Jan '15 - Dec '16, at least \$750K in Nielsen AdIntel reported total cinema spend between 2015-2016 and at least one month each of "When On" & "When Off" activity during comScore measured months for comparison purposes. For AEG, December 2014 was included in the analysis to satisfy the minimum "when off" requirement.

It’s clear that the major ad-tech companies recognize the power of television to drive business. Consider that when looked at in aggregate, the 2017 TV ad spend of Facebook, Amazon, Apple, Netflix, and Google makes “FAANG” the #3 linear TV advertiser in the U.S. (Nielsen AdIntel)

*Key Takeaway:* The awareness created by television stirs consumer interest in brands, which increases both immediate demand and long-term sales.

### 3. Emotional Connection with Consumers: Does the vehicle offer premium programming that engages and inspires viewers?

*Why is this important?* Premium, professionally produced content fosters an emotional connection with the viewer. This connection extends to advertisers which aids in brand-building and driving purchases.

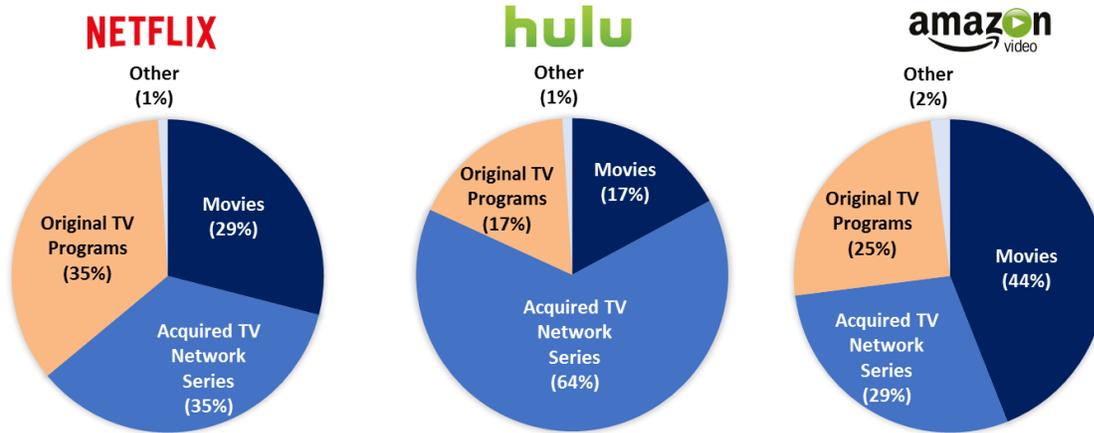
- *Fast Fact:* 85% of purchases are based on emotional attachment ([LEAP Media Investments](#))

#### Consumers’ Emotional Connection to Multi-Platform TV

Ad-Supported television is committed to providing consumers with compelling and engaging high-quality content year-round and its comparative annual investment reflects this. In 2018, ad-supported TV is projected to invest \$52.8 Billion in content, as compared to Netflix (\$8b), Amazon (\$3.4b), and Facebook (\$1b) (SNL Kagan; [Netflix](#))

The result is that this professionally-produced, ‘must see’ programming evokes an emotional response from viewers. Over weeks, years, and sometimes decades, audiences grow committed to programs and characters. This attachment is made clear in the charts below where we see the majority of a viewer’s “most enjoyed” content on the major streaming platforms is Acquired TV and Movies (not original programming).

## Content “Most Enjoyed” on Netflix, Hulu and Amazon Prime Video



Source: Kagan, a media research group within the TMT offering of 2018 S&P Global Market Intelligence. Results from an online consumer survey conducted in September 2017, base: Netflix users – 1,480; Hulu users – 549; Amazon Prime Video users – 938. Question: Of the content you view on (online video service) which would you say is the content you most enjoy viewing? “Movies” include recent movies (released within past 2 years) and older movies (released over 2 years ago). “Acquired Network TV Series” includes prior seasons of network TV series and current season of network TV episodes.

### Consumers’ Emotional Connection to Cinema

Similar to TV, the emotional attachment viewers feel towards cinema manifests in several ways, ranging from spirited debates over casting choices, and fans so passionate about characters and stories that they follow franchises for decades. This attachment halos to the ads. A study conducted by [Screenvision and MediaScience](#) demonstrated the link between the cinema environment and response to advertising. Using biometric emotional response indicators to show audience attention and interest, the study found that viewers’ eyes were on the ads for 84% of the time they ran.

### Why Emotional Connection to Content Matters to Advertisers

The key implication for advertisers is that the swell of emotions around the *content* extends to *advertising*. A study by [Ipsos and Thinkbox](#) found 58% of people believe TV is a place where they are most likely to find *advertising* that makes them feel emotional (vs. social media at 9%). Therefore, TV is also a place where viewers are most likely to find the ads more memorable at 64% (vs. social media at 10%).

**Key Takeaway:** Premium, multi-screen video offers engaging content environments that elicit a strong emotional reaction from fans. This environment creates a halo for advertisers, thus providing the ideal environment to create attachments between brands and consumers that ignites action.

## 4. Social and Cultural Relevance: To what extent does the content weave itself into popular culture and influence our daily lives?

**Why is this important?** Premium video programming has the ability to stir conversation and discussion. For advertisers, this provides an opportunity to align their brands with culturally relevant, buzz-driving programming. It also provides a stage where they can elevate themselves to be top of mind with consumers and further engage viewers online.

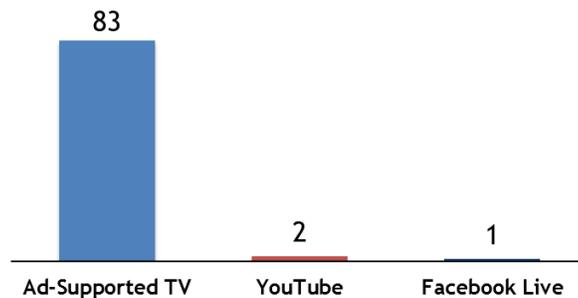
- **Fast Fact:** A recent VAB study, [“#TVisSocial #Ep2: How TV Drives Online Conversation Into The Summer”](#) found that Ad-Supported TV accounted for nearly 70% of top 10 trending Twitter topics during Primetime.

### Television’s Effect on Culture

The VAB conducts a periodic analysis of social conversations called [#TVisSocial](#) where we look at the top 10 Twitter topics throughout each evening during a 4-week time period. We consistently find that the majority of top trending

topics are derived from Ad-Supported TV, indicating real-time engagement with live programming and an immediate need to share and connect with other fans. Social media is a clear complement to TV viewing; when it comes to entertainment content, ad-supported TV programs generate a lot of buzz which provides TV with the unparalleled ability to impact culture. TV programs and characters have woven themselves into the central fabric of our culture – influencing what we eat, where we vacation, even what words we use.

**The Number of “Top 10” Trending Entertainment Programs During a 4-Week Period**



*Source: #TVisSocial: Episode #2; VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 – 6/11/2017). Based on unique program counts. “Program” includes all individual pieces of content on each platform (programs/characters for TV; channels on YouTube, live streaming and/or personality on a social media platform, etc).*

Much like television, cinema has a unique ability to ignite conversation and momentum. For example, the *Avengers: Infinity War* trailer generated over 230 million views online in its first 24 hours of release. Some of the most talked about items on social media involve theatrical movies with topics covering blockbuster movie premiere nights, new movie trailer releases, and production or casting announcements.

*Key Takeaway:* Premium, multi-screen video brings brands into the conversation and culture, increases their relevance, keeps them top of mind with consumers, and ultimately inspires purchase.

## 5. Strong Data and Analytics Capabilities: To what degree does this vehicle offer advanced targeting capabilities, attribution, and measurement?

*Why is this important?* The application of data science makes marketing plans sharper and back-end attribution allows for optimizations to maximize investment/minimize waste.

- *Fast Fact:* U.S. TV ad-spending dollars dedicated to audience-based buying (addressable and programmatic) has increased nine-fold over the last 3 years, to a projected \$6.7B in 2018 ([Axios](#))

There has been (and continues to be) significant advancement in targeting and measurement within the television industry. Below is a sampling of some of the advanced capabilities currently available to marketers.

### Television Attribution

In the last several years, the television industry has made great strides in quantifying how a TV campaign impacts a full range of marketer KPIs, including sales. We see that the more analysis there is, the more television is proven to have a significant contribution to sales. The increased sophistication of multi-touch attribution allows for ‘partial credit’ instead of full ‘last click’ attribution for each relevant exposure in the funnel. In fact, an Accenture study found that, on average, 18% of the ROI typically attributed to search, display and short-form video is actually driven by multi-platform TV. Additionally, the ROI typically attributed to multi-platform TV should actually be increased by an average of 10%. This is

due to multi-platform TV's halo effect across the elements of an integrated marketing campaign. (Accenture, ["Cross channel advertising attribution"](#))

### **Television's Advanced Targeting Capabilities**

The television platform offers several opportunities for advanced targeting. Offerings such as Open AP (consortium of FOX, Turner, Viacom and NBCU) provide audience-based ad targeting of custom first-party audiences, across networks. Independent measurement provides a 3<sup>rd</sup> party view of a schedule's delivery (vs. the self-governed, "walled-garden" style reporting of several major ad-tech publishers).

Another opportunity for audience targeting is via Addressable TV. Here, set-top box data cultivated by an MVPD is used to deliver ads to targeted households based upon behavioral or purchase-related data (first, second, or third-party). Addressable TV has scaled up over the last few years and, as of early 2018, is available in approximately 64 million homes, representing more than 54% of total U.S. TV households. Similarly, Addressable ads can also run within VOD content. In this method, an ad is inserted into programming that the household accesses via their VOD library of content. In the U.S., nearly 75 Million households (63%) have access to VOD content via their MVPD subscriptions. In conjunction with this growing opportunity, VOD ad impressions have quadrupled over the last 3 years to 23.3 Billion (VAB, ["Tailor-Made Television: VOD"](#)).

The growth of OTT/Connected TV offers yet another opportunity to target specific audiences within premium, TV content. OTT offers dynamic ad insertion to custom serve ads to specific audiences in linear and VOD content. OTT offerings aid in reaching younger and lighter TV viewers.

*Key Takeaway:* Television's measurement and data capabilities are evolving at a rapid pace. This allows marketers to create customized, targeted video plans that can be optimized and are fully accountable. The evolution in attribution measurement has proven that television is responsible for significantly more sales than historically credited.

## **6. Brand-Building Ad Environment: Does the platform offer a brand-building environment and is the transaction fully verifiable and transparent?**

*Why is this important?* On the most basic level, advertisers should be guaranteed that people can see their ads in a brand-safe environment via a transaction that is fully verifiable and transparent.

- *Fast Fact:* Advertisers May Be Losing Up to 60% of Their Digital Ad Campaign Impressions Due to Lack of Viewability, Fraud and Ad Blocking (VAB, ["A Look at Online Ad Viewability"](#))

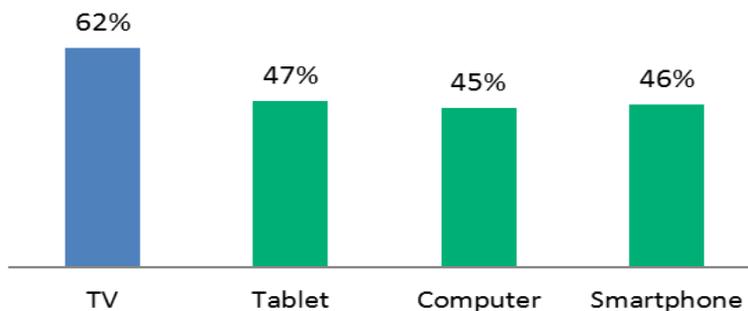
In evaluating the strength of a platform as an advertising environment, it is important to consider the *level of attention garnered by the ad* on the screen. A study conducted at the [Centre for Amplified Intelligence](#) clearly demonstrates the ad visibility and screen coverage advantage of television (100%) vs. that of YouTube (30%) and Facebook (10%). Why is this important? The analysis demonstrates a clear linkage between an ad's screen coverage, viewer attention, and purchase intent. In this study, TV drives a 22% increase in purchase intent over the other platforms.

	Metric	Television	YouTube	f
Ad Visibility	Average Screen Coverage of Ad	100%	30%	10%
Attention	Active Viewing	58%	31%	4%
	Passive Viewing	40%	37%	94%
	Active Avoidance	2%	32%	2%
Purchase Intent	Product Choice Index <i>(the increased likelihood that those exposed to the ads will buy product)</i>	144	116	118

Source: Centre for Amplified Intelligence, Professor Karen Nelson-Field, January 2018

Further, consider that TV ads are 100% viewable, however the current Media Rating Council’s (MRC) guideline for digital video ads is 50%, meaning that in order to be considered “viewable,” just half the pixels of the ad need to be loaded on the browser page. Similarly, the time requirement to establish ad video viewability is a minimum of only two seconds. With consumers taking little more than a glance at these ads, brand exposure may be significantly limited. The impact of viewability and screen size is evident in ad recall. A [study](#) done by the Council for Research Excellence (CRE) and Hub Research demonstrated that television, as a device, offers stronger ad recall than that on other (smaller) screens.

### Ad Recall



Source: CRE and Hub Research custom study. “New study finds that TV outperforms Digital platforms in viewer ad attention & recall” 6/26/16

In addition to whether (and to what degree) an ad is viewable, an advertiser must be assured its ads are running in a brand safe environment. The programming delivered by TV brands ensures ads are running within premium, professionally produced content. Television advertisers know where their ads are going to run prior to the campaign and receive detailed post logs confirming the activity. Media owners (networks and distributors) are fully accountable to provide transparent buy details to their advertisers.

## Brand Safety at the Movies

Brand safety is a particular strength of cinema, with perhaps the longest legacy of ensuring brand safety through the Motion Picture Association of America film ratings system. Established in 1968, the film ratings system provides parents with the information needed to determine if a film is appropriate for their children. Listed on all advertising materials, the rating is designed to give the consumer a clear sense of the type of content contained within a particular film.

Finally, advertisers need a fully transparent measurement of their buys. With 3<sup>rd</sup> party measurement of cinema and television brands through industry-leading resources like Nielsen, advertisers are provided with independent and verified delivery data on their buys.

*Key Takeaway:* Premium, multi-screen video offers superior viewability, brand safety, and transparency.

## Final Considerations

1. The TV platform - whether through linear, linear + TV-branded digital properties, or OTT offerings - has the unparalleled ability to drive mass and immediate audience reach.
2. Multi-platform TV drives both immediate and long-term sales and provides a halo to other marketing elements making them more effective. Similarly, the grand stage of cinema piques consumer curiosity and drives website traffic.
3. The premium, compelling content offered by TV and cinema builds a strong emotional connection with consumers. This environment is important as purchase intent is impacted by emotional engagement.
4. Brands looking to increase their consumer relevance and fame will benefit from a presence within premium multi-screen video content as these environments inspire conversation, word of mouth, and buzz.
5. Data and measurement have evolved significantly in the last few years enabling marketers to fully quantify and appreciate their investment in TV.
6. Premium, multi-screen video platforms offer an unmatched ad environment - superior viewability, brand safety, and buy transparency.

## Further Reading

WARC Topic: [TV](#)

WARC Topic: [Cinema](#)

WARC Topic: [Media planning](#)

WARC Best Practice: [What we know about multiscreen media planning](#)

WARC Admap: [Media strategies for multiscreen viewing](#)

WARC Case studies: [TV as lead media](#)

WARC Case studies: [Cinema as lead media](#)

WARC Data: [Adspend](#)

## VAB Insight Reports

[Market-Changer's Playbook](#)

[Direct Impact: How TV Drives Outcomes for Direct-Disruptor Brands](#)

[Unrivaled: How Multi-Screen TV Continues To Dominate In Reach, Relevance, and Results](#)

[Be Still My Viewing Heart](#)

[#TVisSocial – Ep2](#)

[The Surround Sound of Cinema](#)

[TV @ The Epicenter of American Society – \*Volume I\* and \*Volume II\*](#)

Relevant VAB Videos: [Market-Changer's Playbook](#), [Tailor-Made Television](#), [TV @ The Epicenter of American Society](#)

### About the VAB:

The [Video Advertising Bureau](#) provides marketers with industry-defining data, actionable thought leadership and planning tools to navigate and optimize the ever-expanding world of premium multi-screen video content. In collaboration with our member partners, the VAB champions the undeniable power of premium video advertising.

### About the Author:

Marianne Vita serves as Vice President, Strategic Insights for the Video Advertising Bureau (VAB). In this role, she develops in-depth research and analysis of the ever-changing premium video landscape. Prior to her role at the VAB, Marianne worked for nearly 20 years on the media agency side. She has partnered with clients to develop campaigns from strategy and architecture through to optimization. Her experience is across a diverse set of Fortune 100 brands among Retail, Consumer Packaged Goods, Food & Beverage, and Technology categories.

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Americas: 2233 Wisconsin Ave NW, Suite 535, Washington, DC 20007, United States - Tel: +1 202 778 0680

APAC: QUE Downtown 1, #44-03, 6 Shenton Way, 068809, Singapore - Tel: +65 3157 6200

EMEA: 85 Newman Street, London, United Kingdom, W1T 3EU - Tel: +44 (0)20 7467 8100

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